Please type a plus sign (+) inside this box➜ [+]

NEW UTILITY
PATENT APPLICATION
TRANSMITTAL
(only for new nonprovisional applications under
37 CFR 1.53(b))

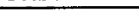| Attorney Docket Number	22503-05565
First Named Inventor	Ignacio Sanz-Pastor
Title	Interactive advertising with an automated viewing reward system
Express Mail Label No.	EL566109143US

APPLICATION ELEMENTS

1. ☒ Fee Transmittal Form (in duplicate)
2. ☒ Applicant claims small entity status.
   See 37 CFR 1.27
3. ☒ Specification   Total Pages [28]

(preferred arrangement set forth below)
- Descriptive Title of the Invention
- Cross Reference(s) to Related Case(s)
- Statement Regarding Fed sponsored R & D
- Background of the Invention
- Brief Summary of the Invention

- Brief Description of the Drawing(s)
- Detailed Description
- Claim or Claims

- Abstract of the Disclosure

4. ☒ Drawing(s) (35 U.S.C. 113)   Total Sheets [5]

5. Oath or Declaration
   a. ☒ New Declaration   Total Pages [1]
      ☒ Executed (original or copy)

   b. ☐ Copy from a prior application (37 CFR 1.63(d))
      (for continuation/divisional with Box 18 completed)
      i. ☐ DELETION OF INVENTOR(S)
         Signed statement attached deleting inventor(s)
         named in the prior application, see 37 CFR
         1.63(d)(2) and 1 33(b).

6. ☒ Application Data Sheet. See 37 CFR 1.76

ACCOMPANYING APPLICATION PARTS

7. ☒ Assignment Papers (cover sheet & document(s))
8. ☐ Certified Copy of Priority Document(s) (if foreign priority is claimed)
9. ☒ Power of Attorney or Authorization of Agent
10. ☐ 37 CFR 3.73(b) Statement
11. ☐ Preliminary Amendment
12. ☐ Information Disclosure Statement & PTO-1449
    ☐ Copies of IDS Citation(s)
13. ☒ Nonpublication Request under 35 U.S.C. 122 (b)(2)(B)(i). Applicant must attach form PTO/SB/35 or its equivalent
14. ☒ Return Postcard
15. ☐ _____
16. ☐ _____
17. ☐ _____

ADDRESS TO:

Box Patent Application
Commissioner for Patents
Washington, D.C. 20231

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18. If a **CONTINUING APPLICATION**, check appropriate box and supply the requisite information below and in a preliminary amendment or in an Application Data Sheet under 37 CFR 1.76:

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No: ___/_____

Prior application information: Examiner: _____ Group/Art Unit: _____

For CONTINUATION OR DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuing or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

19. CORRESPONDENCE ADDRESS

☒ Customer Number and Bar Code Label

00758

Name (Print/Type)	Michael W. Farn	Registration No. (Attorney/Agent)	41,015
Signature	Michael W. J—	Date	November 7, 2001

0002/PTO(modified)
Rev. 10/2001

U.S. Department of Commerce
Patent and Trademark Office

FEE TRANSMITTAL

TOTAL AMOUNT OF PAYMENT

Subtotal (1) + Subtotal (2) + Subtotal (3) = **($)848**

Complete if Known	
Application Number	Unassigned
Filing Date	November 7, 2001
First Named Inventor	Ignacio Sanz-Pastor
Group Art Unit	Unassigned
Examiner Name	Unassigned
Attorney Docket Number	22503-05565

METHOD OF PAYMENT

1. The Commissioner is hereby authorized to:

☐ Charge the indicated fees to the below mentioned deposit account.

☒ Charge any additional fee required under 37 CFR 1.16 - 1.21 or credit any over payments to the below mentioned deposit account. †

Applicant claims small entity status
See 37 CFR 1 27

Account Number: 19-2555
Account Name: FENWICK & WEST LLP

A late Copy of this authorization is attached

2. Payment Enclosed:
☒ Check ☐ Credit Card ☐ Other

CALCULATION (fees effective 10/01/2001)

1. FILING FEE

Large Entity Fee Code/Fee	Small Entity Fee Code/Fee	Fee Description	Fee Due
	201/$370	Utility Filing	370
	206/$165	Design Filing	
108/$740	208/$370	Reissue	
114/$160	214/$80	Provisional Filing	

SUBTOTAL (1)   ($)370

2. CLAIMS

Large Entity Fee Code/Fee	Small Entity Fee Code/Fee	Fee Description
103/$18	203/$9	Claims in excess of 20
102/$84	202/$42	Independent claims in excess of 3
104/$280	204/$140	Multiple dependent claim
109/$84	209/$42	Reissue independent claims over original patent
110/$18	210/$9	Reissue claims in excess of 20 and over original patent

FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity Fee Code/Fee	Small Entity Fee Code/Fee	Fee Description	Fee Due
105/$130	205/$65	Surcharge - late filing fee or oath	
127/$50	227/$25	Surcharge-late provisional filing fee or cover sheet	
147/$2,520	147/$2,520	For filing a request for reexamination	
115/$110	215/$55	Extension for response within first month†	
116/$400	216/$200	Extension for response within second month†	
117/$920	217/$460	Extension for response within third month†	
118/$1,440	218/$720	Extension for response within fourth month†	
128/$1,960	228/$980	Extension for response within fifth month†	
119/$320	219/$160	Notice of Appeal	
141/$1,280	241/$640	Petition to revive unintentionally abandoned application	
142/$1,280	242/$640	Utility Issue Fee (Or Reissue)	
143/$460	243/$230	Design Issue Fee	
122/$130	122/$130	Petitions to the Commissioner	
126/$180	126/$180	Submission of Information Disclosure Statement	
179/$740	279/$370	Request for Continued Examination (RCE)	
581/$40	581/$40	Recording each patent assignment per property (times number of properties)	40
146/$740	246/$370	Filing a submission after final rejection (37 CFR 1.129(a))	
149/$740	249/$370	For each additional invention to be examined (37 CFR 1.129(b))	
		Other fee (specify):	
		Other fee (specify):	

SUBTOTAL (3)   ($)40

For	No. of Existing Claims (Col. 1)		Highest No Previously Paid For (Col. 2)			Extra** (Col. 3)		Fee		Fee Due
TOTAL	64	minus*	20	or	0	=.	44	x	9	=	396
INDEP	4	minus*	3	or	0	=	1	x	42	=	42
[ ] First presentation of multiple dependent claim										=	0

* Subtract the greater number of Col. 2
** If the difference between Col. 1 and Col. 2 is less than zero, then enter "0" in Col. 3

SUBTOTAL (2)   ($)438

SUBMITTED BY

Typed or Printed Name	**Michael W. Farn**	Complete (if applicable)	
		Reg. Number	41,015
Signature	*Michael W. F*	Date	November 7, 2001

† Request for Extension of Time per 37 CFR 1 136 (a)(3) made hereby

Date Mailed:	**November 7, 2001**	Atty/Sec: MWF/rjh	Filing Date:	November 7, 2001
Serial No.	Unassigned		**Docket No.:**	**22503-05565**
Applicant(s):	Ignacio Sanz-Pastor, David L. Morgan III and Christopher E. Blumenthal			
Title:	Interactive advertising with an automated viewing reward system			

Please imprint Patent Office "date stamp" hereon to indicate receipt and then return card to addressee

☒ **28 pages of Specification, Claims & Abstract**

☒ **5 sheets of drawings**

☐ Provisional Application Cover Sheet

☒ **New Utility Application Transmittal**

☐ Transmittal

☒ **Fee Transmittal (in duplicate)**

☒ **Declaration**

☒ **Assignment & Recordation Cover Sheet**

☐ New Design Application Transmittal

☐ CPA Request Transmittal

☒ **Application Data Sheet**

☒ **Check in the amount of $848.00**

☐

☐

☒ **Nonpublication Request Under 35 USC 122**

☒ **Power(s) of Attorney: 2**

☐ Amendment/Response

☐ Response to (& copy of) Notice to File Missing Parts

☐ Request to Correct Filing Receipt

☐ Request to Correct Assignment

☐ IDS, PTO-1449, and cited references (___)

☐ Issue Fee Transmittal

☐ Letter to Chief Draftsperson

☐ Formal Drawings: __ sheets

☐ Request for Certificate of Correction

☐ Notice of Appeal

☒ **Express Mail No. EL566109143US**

NONPUBLICATION REQUEST UNDER 35 U.S.C. 122(b)(2)(B)(i)	First Named Inventor	Ignacio Sanz-Pastor	
	Title	Interactive advertising with an automated viewing reward system	
	Atty Docket Number	22503-05565	

I hereby certify that the invention disclosed in the attached application **has not been and will not be** the subject of an application filed in another country, or under a multilateral agreement, hat requires publication at eighteen months after filing. I hereby request that the attached application not be published under 35 U.S.C. 122(b).

November 7, 2001
Date

Michael W. Farn
Signature

Michael W. Farn, Reg. No. 41,015
Typed or printed name/Registration Number

This request must be signed in compliance with 37 CFR 1.33(b) and submitted with the application **upon filing**.

Applicant may rescind this nonpublication request at any time. If applicant rescinds a request that an application not be published under 35 U.S.C. 122(b), the application will be scheduled for publication at eighteen months from the earliest claimed filing date for which a benefit is claimed.

If applicant subsequently files an application directed to the invention disclosed in the attached application in another country, or under a multilateral international agreement, that requires publication of applications eighteen months after filing, the applicant **must** notify the United States Patent and Trademark Office of such filing within forty-five (45) days after the date of the filing of such foreign or international application. **Failure to do so will result in abandonment of this application (35 U.S.C. 122(b)(2)(B)(iii)).**

22503/05565/DOCS/1221643.1